Cañada College

SEM Outreach

Academic Senate

December 10, 2020

Prepared by the Office of Planning, Research & Institutional Effectiveness, Outreach, High School Transition/Dual Enrollment and Marketing

Marketing & Outreach Collaboration

SEM Priority Plan & Progress

Origin	Description	Status
SEM 4.1	Be known as the college where students complete in two years	Ongoing: Messaging in letters, marketing/promotional material that the College can help students complete goals ON TIME. Once data reflects that studnets are completing in 2 years we will start promoting. Ran digitial media campaign for summer/fall enrollment where messaging was infused in ads Demonstrate student success through stories of current and past students through videos and written stories. Videos to demonstrate how the College responds to commuity daily essential needs during the pandemic.
SEM 4.3	Be known as the college that is responsive to our community's evolving needs by providing dynamic, evolving, quality instructional programs from which students can launch careers that make a living wage	Promote daily essential needs programs through communications channels: internal/external comms, social media, postcards, word of mouth and media relations. Demonstrate student success through stories of current and past students through videos and written stories. Showcase through video how College responds to community need by creating programs based off of local career demand.
SEM 4.3.3	Engage community partners around the College's strategic enrollment management objectives	In Process: Summer 2020 created a Web Content Work Group, comprised of students, staff and managers, for web and marketing initiatives. Planning stages of Education Partners Workgroup
SEM 4.2	Increase the percentage of high school students from the Sequoia Union High School District coming to Cañada within one year of completing high school	In Process. Virtual meetings to connect with HS Counselors and schedule workshops- done. Application & Financial Aid Workshops at high schools now in progress. PEP Planning has begun. Connect To College - scheduling of first meeting in progress. Outreach & Collaboration with local community partners (ALAS, RW Library).
SEM 1.3.2	Create more robust K-14 academic pathway programs (including summer programs)	In Process: Planning stages for PEP (onboarding process), Summer Programs (COLTS-CON, JAMS, Promise) and Dual Enrollment (Concurrent Enrollment Onboarding Institute).
SEM 4.3.1	Develop an updated marketing, messaging and outreach strategy to support the objectives of this plan. Include implementation plans for paper, online and social media	In Process. Will include feedback from work groups.

SEM Priority Plan & Progress

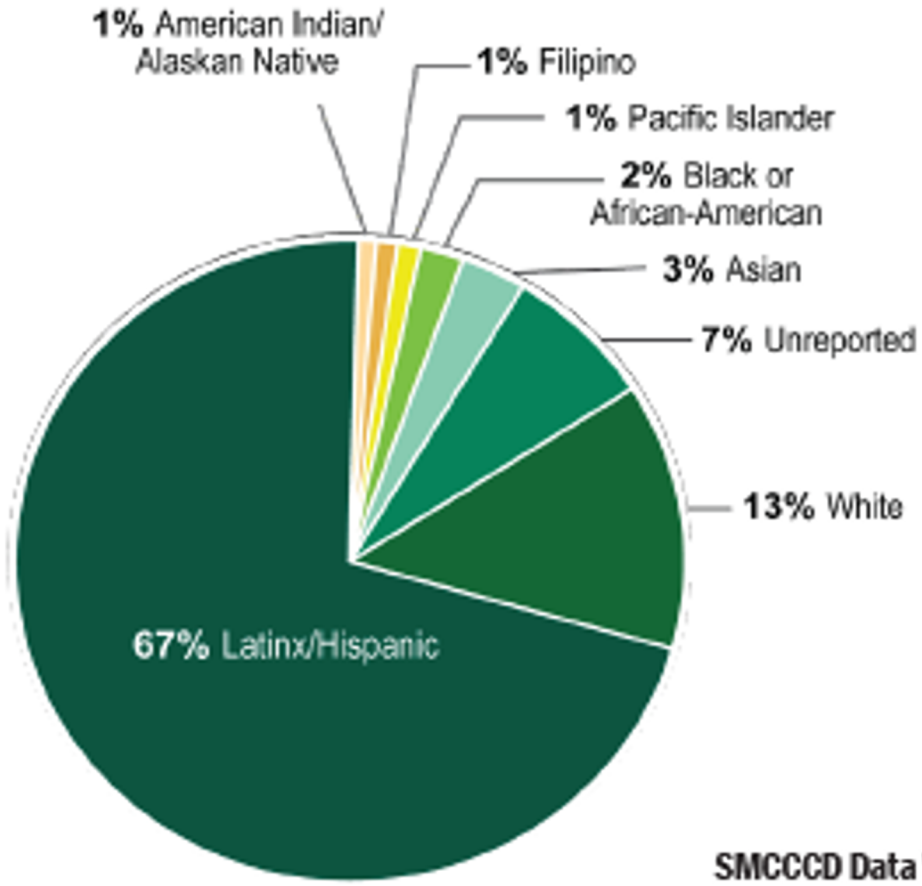
Leadership Retreat	Strengthen dual enrollment & early college opportunities (SEM 1.3.1)	Ongoing: Messaging in emails, Informational Workshops for Parents and Students and HS counselors, marketing/promotional materials about getting an early college start, and obtain college credit while in high school. Collecting data to support anti-racist framework and supporting underpresentative students in participating in dual enrollment. Hold HS & Community Partners Forum to share updates about enrollment, virtual campus resources and anti-racist framework. Updated Concurrent Website. In Process: Create Videos to promote Early College Opportunities (Middle COllege, Dual Enrollment), update High School Website. Streamlime enrollment process- formstack to eliminate barriers.Working with Adult Schools and HS to offer dual enrollment (CBOT, Engenerring, ECE, Career Classes)
Leadership Retreat	Strengthen communication with and engagement of parents (especially in E. Palo Alto, N. Fair Oaks)	Hosted HS & Community Partners Forum, presentations with nonprofits and HS partners, application workshops, College 101, Dual Enrollment, College Fairs. In Process: Newsletter to share information with our community partners, organizing a virtual Connect to College
Leadership Retreat	Rely more on the student perspective in all marketing and communications (esp. BIPOC students) and provide all materials in English, Spanish and other languages critical to our community	In Process/Ongoing: Spanish Translation Taskforce Summer 2020: translated all Admissions, Counseling/Matriculation, Financial Aid forms, outreach to material, student tutorials, updated /enespanol page. Will continue translating important enrollment, outreach and community information. Also looking into translating other languages critical to our community. Share marketing material with a series of student groups including Web Content Group, Outreach, ASCC, etc
Leadership Retreat	Publish all materials in English, Spanish and other languages critical to our community	In Process/Ongoing: Spanish Translation Taskforce Summer 2020: translated all Admissions, Counseling/Matriculation, Financial Aid forms, outreach to material, student tutorials, updated /enespanol page. Will continue translating important enrollment, outreach and community information. Also looking into translating other languages critical to our community.

Areas Of Current Focus To Reach Underserved Communities

- East Palo Alto (EPA Academy & KIPP Valiant Middle School)
- Redwood High School
- Undocu-Community (Half Moon Bay - ALAS)
- Dual Enrollment
- Promise Scholars Program
- Cañada presence in downtown Menlo Park & Redwood City
- STEM Center
- Athletics

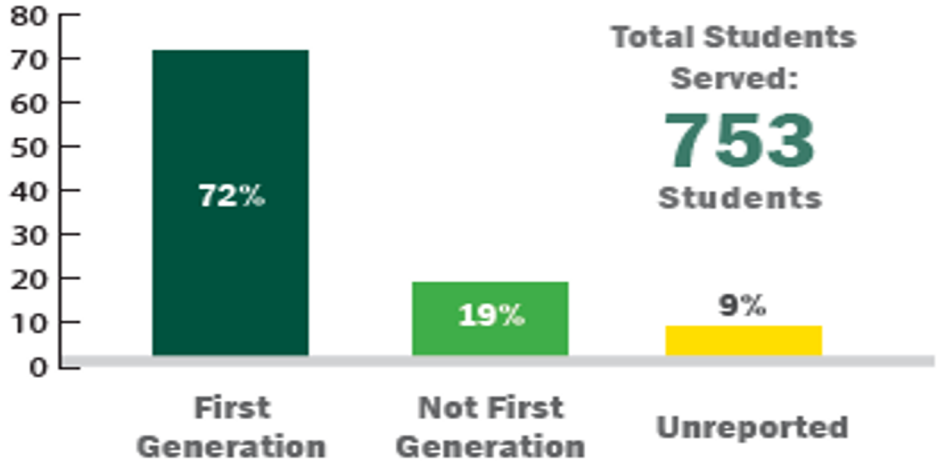
Promise Scholars Program Metrics

ETHNICITY

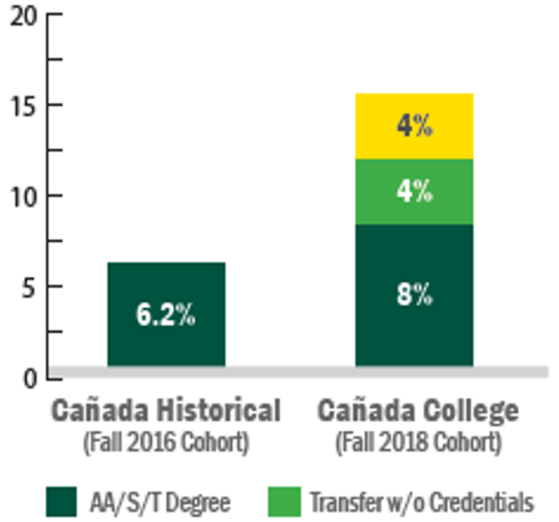


Source:
SMCCCD Data Warehouse

FIRST GENERATION STATUS



FALL 2018 COHORT - 2 YEAR COMPLETION RATE*



The Fall 2018 PSP cohort served 330 students. Within two years, 15% of students completed their educational goal of earning a Associate degree, Certificate, or Transfer. Of these students 8%, specifically, earned an Associate degree which is higher than the historical two-year degree completion rate of 6.2%**

**Full-time comparison group: first-time, full-time students that started college in Fall 2016, prior to the launch of the Promise Scholars Program.

Dual Enrollment- Prioritizing Equity

Access to Early College Access is NOT EQUITABLE

- Disparities in student access- Black and Latinx student
- Students coming from a home with college-educated parents are overrepresented

Shifting the Narrative:

- Create a College Going Culture
- Less time to a college degree. ...
- Be college-ready. ...
- Finish requirements first. ...
- Figure out your future. ...

Current Initiatives:

1) Engineering Pathway
2) College Career Classes
3) Adult School Programming
4) Enrollment Process
5) Student Support Programs
6) Outreach/Marketing

Demonstrating Student Success

Prospective students seeing themselves in our students

Miata Richards

Miata Richards was born in Pacifica, California and is the oldest of her parent's five daughters. Through the help of the financial aid programs offered by the SMCCCD district, she went to Skyline College to finish her general education. She then attended Cañada College from 2012-2014, graduating with an A.A. in 3D Videogame Art and Animation while making the Dean's List every semester in attendance. She transferred to San Jose State in 2015 where she is currently in her fourth year working on her five-year B.F.A in Animation/Illustration.

Read More

Rose Hamzelue

Rose Hamzelue was born and raised in San Mateo, California. Being half-Salvadorian and half-Palestinian, she speaks Spanish fluently and has a goal to learn Arabic as well. Rose is a determined, thoughtful, and patient individual who thoroughly enjoys learning new things and being able to teach and guide others. During her time at Cañada College, she was able to be part of the Dean's list for four consecutive semesters. She received an Associate's Degree in Medical Assisting.

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Samuel Trujillo

Samuel Alexandro Trujillo is a successful Cañada College student who aspires to receive a Bachelor's Degree in Computer Science. Samuel's career ambition is to be employed by a security company such as Lockheed Martin, as he is inspired by their innovation in aviation and space. Samuel is in the process of achieving his career goals by taking advantage of Cañada's incredible STEM Center.

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Truman Simpson

Truman Simpson is a Bay Area native who did odd jobs here and there while he was unsure about how to go about learning how to pursue his dream of making video games. He eventually ended up working at Sony in Foster City for several years until they closed the department he was working in. This was a catalyst for him to return to school, and finish his education. He leaned about Cañada College's Digital Art & Animation Program and started taking classes right away.

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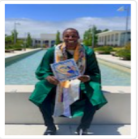
Xiomara Hernandez

Xiomara M. Hernandez was born in El Salvador, Central America. She moved to the United States when she was 12 years old, and learned English shortly after. She currently works as a finance associate for the Stanford Woods Institute for the Environment. Previously she has worked as an administrative assistant in the Stanford's School of Medicine Pathology Department, and was an account manager at the Stanford Blood Center. Xiomara attended Cañada College and received an A.S. in Accounting and Business Administration.

Read More



Tamarik Rabb

Choosing to attend community college after high school was a very tough decision for Tamarik Rabb because of how uncommon the path was for graduates at his private high school. After researching the public and private universities that he was accepted into as a high school senior, he chose not to attend because of the financial burden and the more advanced opportunities that were available at a community college.

Read More

Marketing

Cañada College
YOU ARE ON YOUR WAY
TO COMPLETING YOUR EDUCATIONAL GOALS.
KEEP IT UP.
STAY ONLINE & FINISH ON TIME!
Summer classes begin June 15 | Fall classes begin August 19
canadacollege.edu/schedule

Cañada College
4200 Farm Hill Boulevard
Redwood City, CA 94061
650.306.3100
Non-Profit
U.S. Postage
PAID
Permit No. 138
Redwood City, CA
ECRWSS
ESTÁS EN CAMINO A
COMPLETAR TUS METAS EDUCATIVAS.
SIGUE ASÍ.
¡MANTENTE EN LÍNEA Y TERMINA A TIEMPO!
Las clases de verano Inician el 15 de junio | Las clases de otoño inician el 19 de agosto
canadacollege.edu/schedule

Marketing

- Social Media Advertising on Facebook & Instagram
- Streaming Video on YouTube
- Streaming Radio on Spotify
- Direct Mailing Postcards

Messages in English & Spanish

Marketing

Cañada College
REDWOOD CITY, CA
ACCOMPLISH YOUR GOALS ON TIME
ENROLL TODAY!
Cañada College
REDWOOD CITY, CA
ACCOMPLISH YOUR GOALS ON TIME
ENROLL TODAY!
Cañada College
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START HERE
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START HERE - ACCOMPLISH YOUR GOALS ON TIME
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ACCOMPLISH YOUR GOALS ON TIME
ENROLL TODAY!
Cañada College
REDWOOD CITY, CA
TRANSFER TO A UNIVERSITY
ENHANCE CAREER SKILLS
EARN YOUR DEGREE OR CERTIFICATE
ENROLL TODAY!

Cañada College
REDWOOD CITY, CA
YOUR TRANSFER GATEWAY
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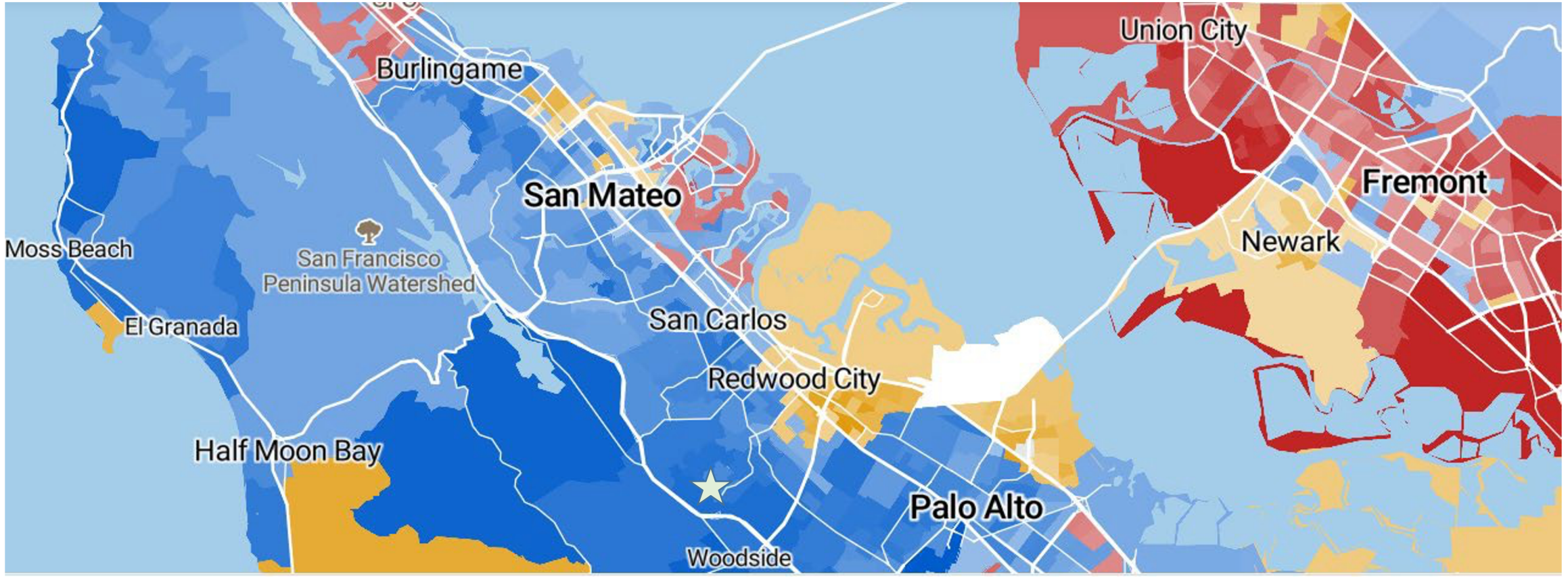
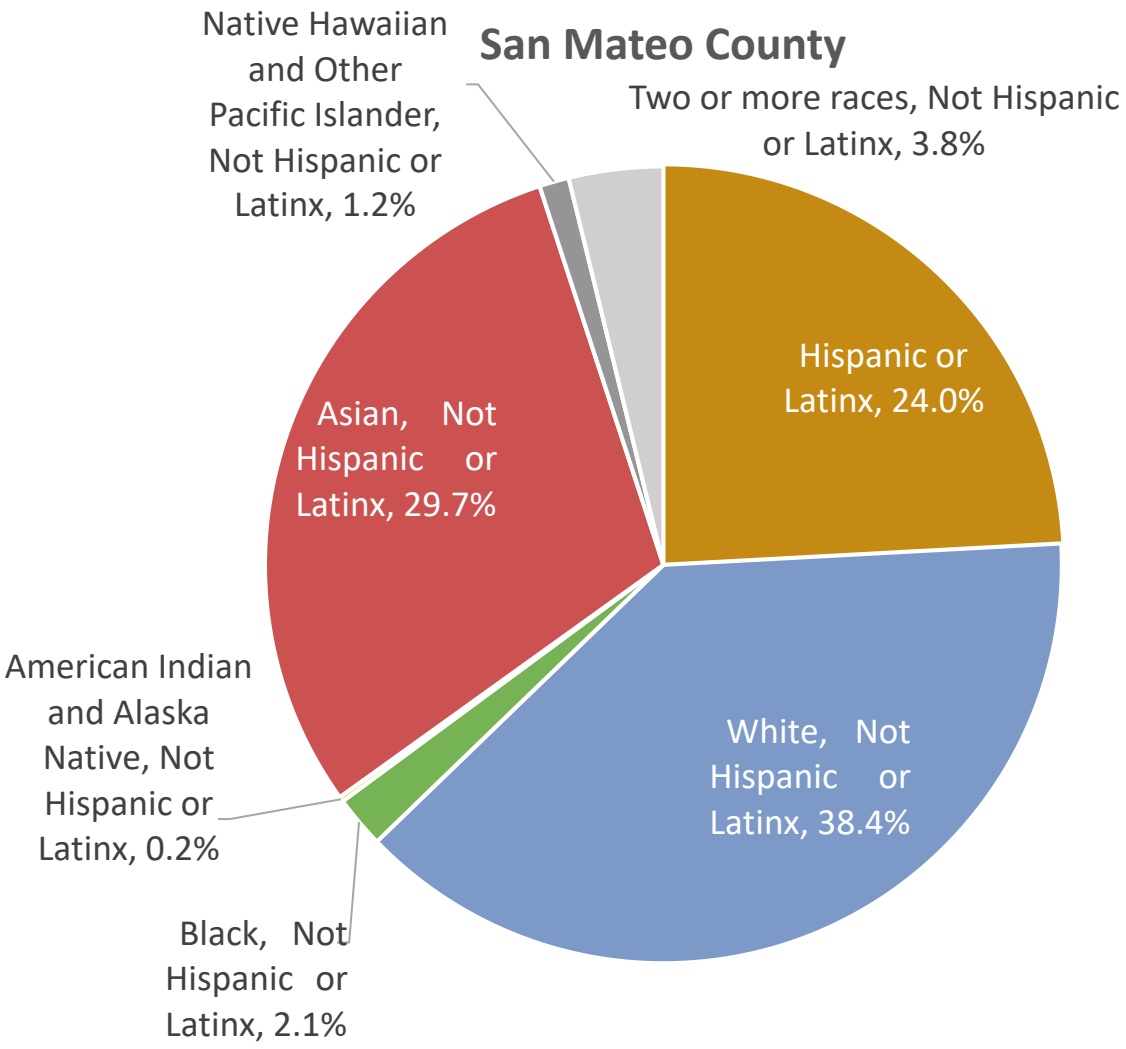
ENROLL TODAY!

Service Area By Race/Ethnicity Majority

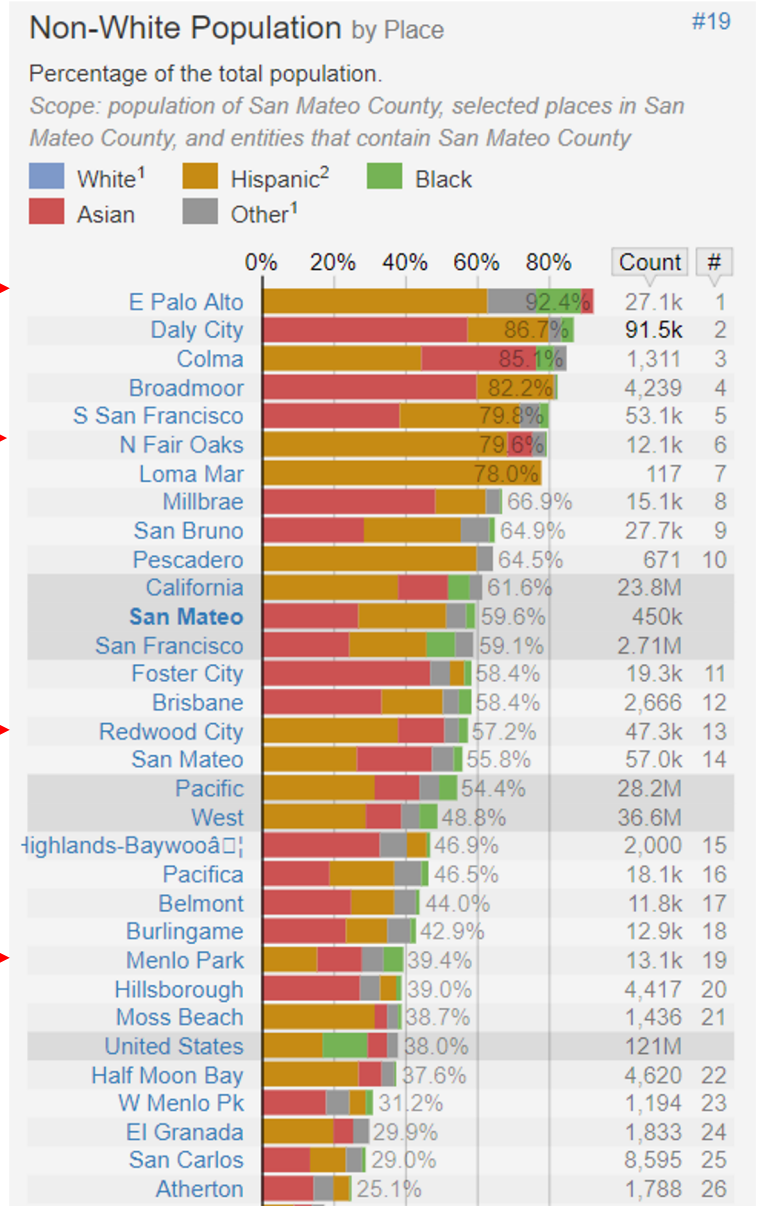


White | Hispanic | Black | Asian | Multiple/Other

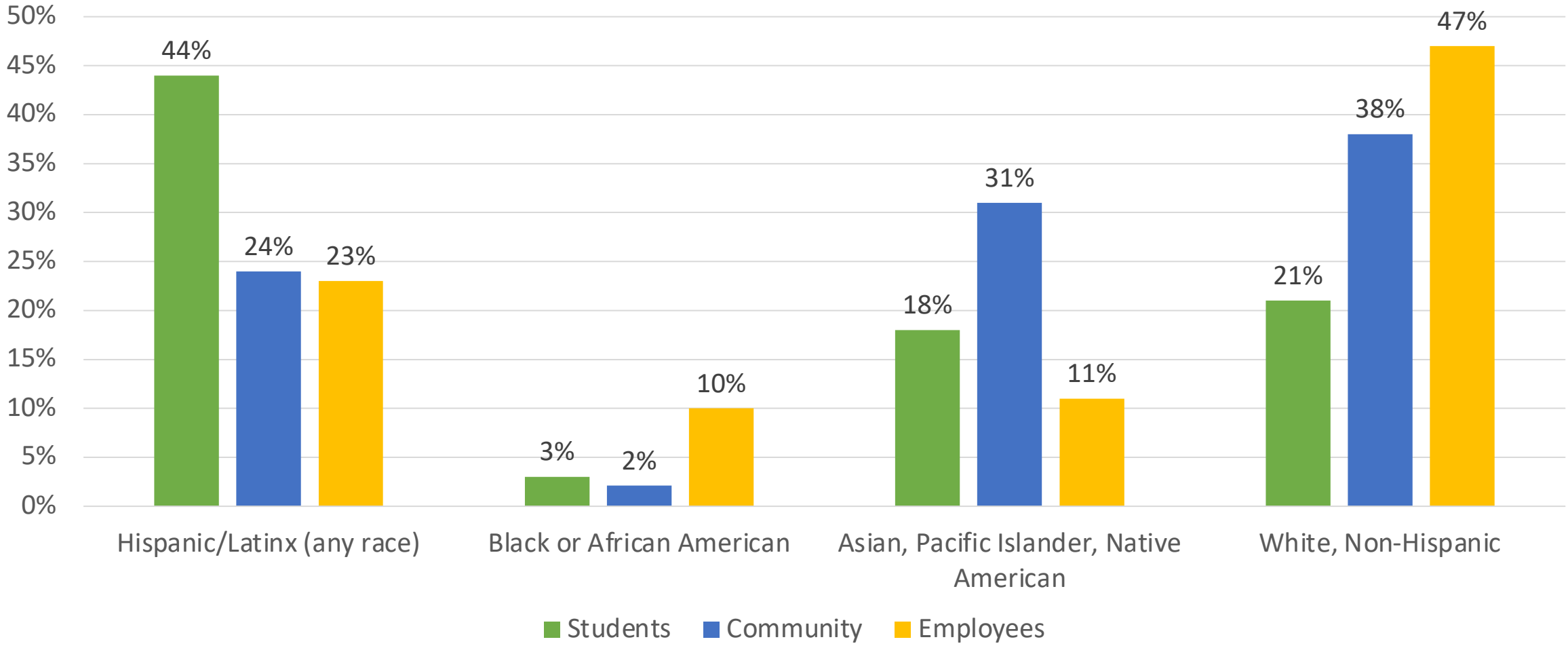
Our Communities



Source: U.S. Census Bureau and American Community Survey; 1 year estimate for 2019; Statistical Atlas



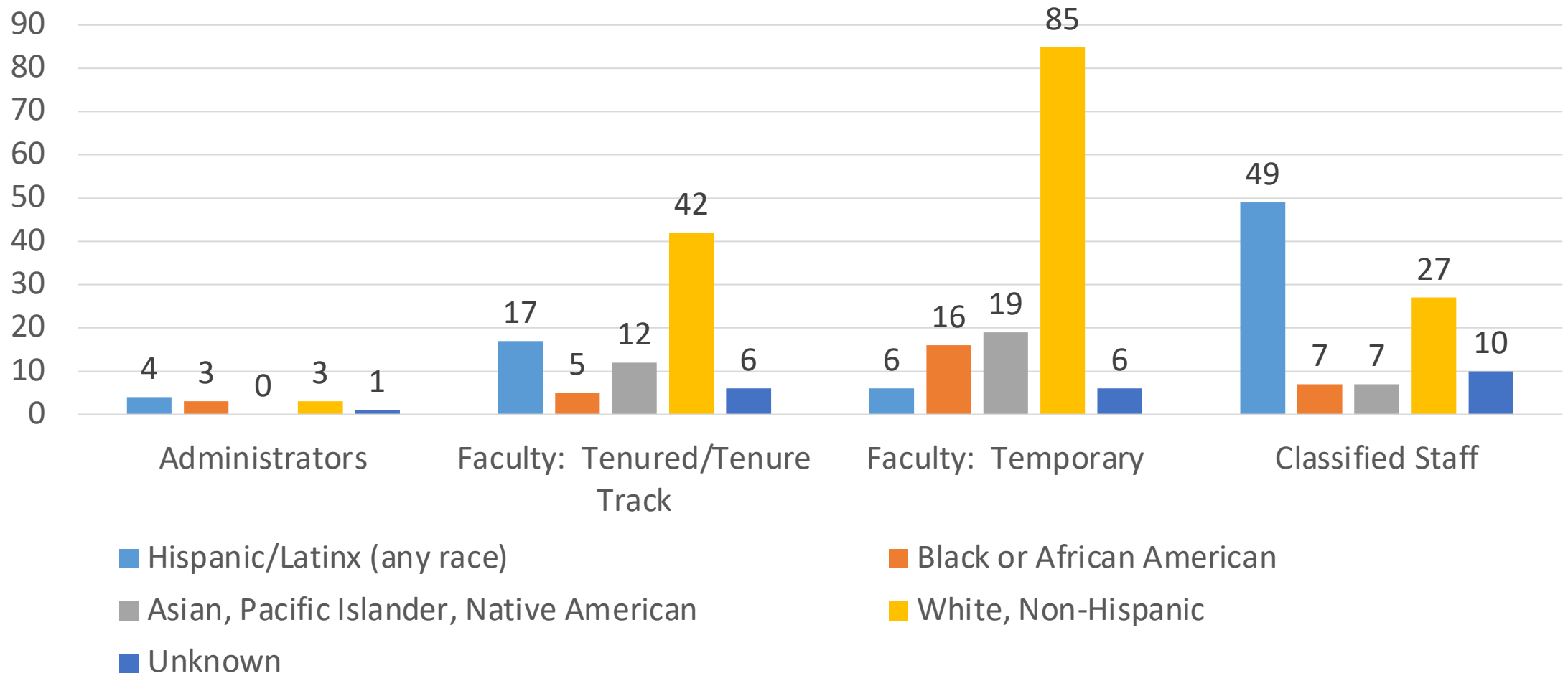
Cañada College Demographics Fall 2019



Sources: Students – District data warehouse; Employees – CCCCO Data Mart; Community – U.S. Census American Community Survey, 1-year estimate

Cañada College

College Employees By Major Race/Ethnicity (#)

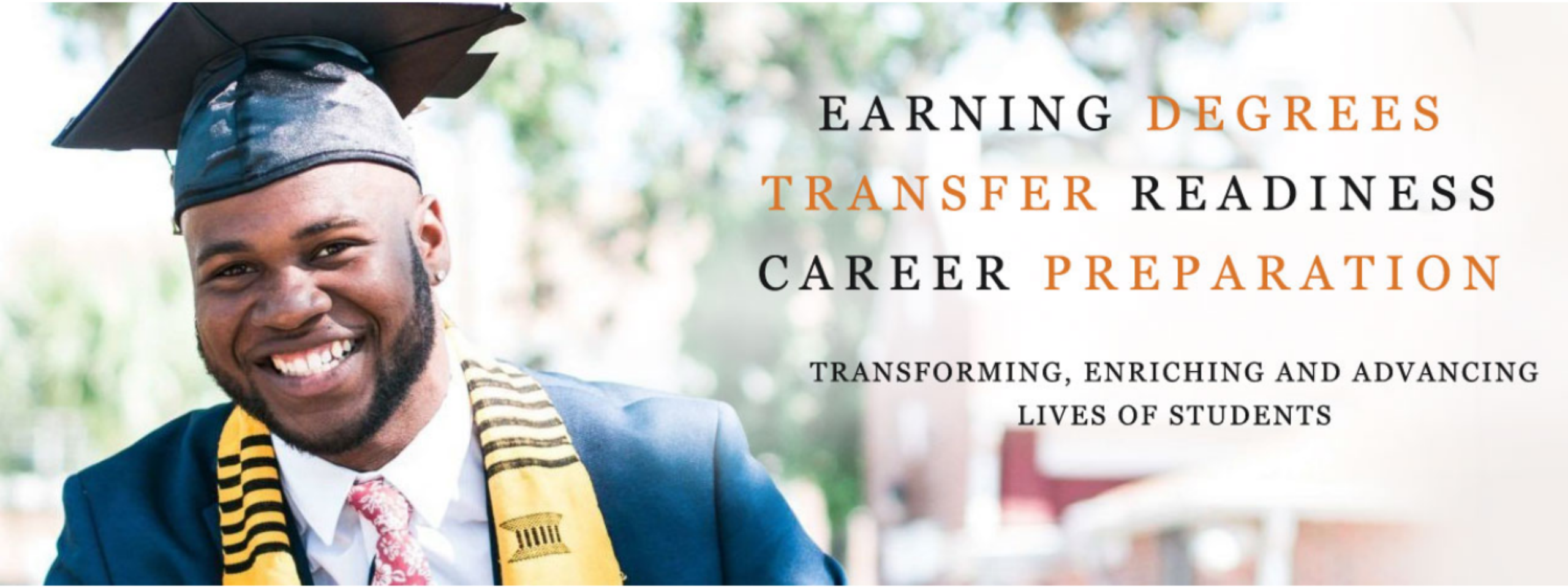


Source: CCCCO Data Mart

Cañada College Students Fall 2019

	Fall 2019
Asian	827
Black, Non-Hispanic or Latinx	164
Filipino	262
Hispanic or Latinx	2,713
Two or more races	287
Pacific Islander	81
Unknown	565
White Non-Hispanic or Latinx	1,316

Support for an Umoja Program at Cañada



Thank you